

Families First Report to United Way Of Greater Atlanta
The Doula Project – 2012-2016
Covering April 1, 2015 – June 30, 2016

Individuals and Families

I. Program Goals Achieved/ Accomplished

- We continue to encourage clients to advocate for themselves by connecting them with community resources.
- Our clients are successfully having healthy babies weighing more than 5.5lbs.
- We continue to recruit in low income areas and build partnerships with midwives and OB/GYNs
- We continue to enroll women who are in need of support and serve them by providing education and emotional support throughout pregnancy, labor and delivery and postpartum

II. Are you seeing any changes in the clients/ participants that are being enrolled in the Doula program? Provide a detailed specific example from each doula.

KP: More clients are seeking alternatives to the traditional methods of giving birth (i.e. laying down). Particularly, we have seen an increased number of mothers who are interested in water births.

III. How has that affected the program?

This has proven to have a positive effect on the program. We find that many mothers are not aware of alternative birthing methods and that many are encouraged to have C-sections. As they learn more about the process of giving birth and alternatives to the conventional methods, they are empowered to make decisions that are of greater benefit to them and their babies.

The Program

I. What has been your biggest challenge in the last few months?

The biggest challenge we are facing at the moment is recruitment. While we continually go out into the community to recruit, though lately, we are finding it to be difficult. We are finding that some physicians have not yet realized the positive impact that a doula may have for their patient.

II. Tell us about how you are planning to address some of these challenges?

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Our plan to address this issue is to continue to go out into the community and build new partnerships. We have also communicated an idea of a “Dinner with Docs” to help bring together potential partners so that they can be educated on what a doula does and how she can be of benefit to mothers.

III. How do you typically know if the program is on track or it's time to do something different in the program?

The program is on track when:

- Our community partners continue to refer clients to our program
- Clients are showing progress towards their goals and displaying positive behaviors
- Clients regularly contact doula for support
- Clients continue to have healthy babies and are linked to appropriate community partners
- Clients contact doula when in labor

It's time to change the direction when:

- Clients are not responsive to doula or provider
- When recruitment strategies do not produce new enrollees
- When clients are not meeting their pre-set goals.

The Community

I. Considering the community and external partners, are there any changes or opportunities occurring right now that might impact this program.

We are currently planning for this year's doula training. Due to the impact and great interest from last year, we are again working with Stinson and Associates to host the Doula Training again this year. Additional details are forth coming.

Also, as mentioned before, we are looking for opportunities to reach more physicians and community partners who can refer clients. “Dinner with Docs” or something low pressure where they can learn about the benefits of a doula would be of great benefit.

IV. Other Program Successes

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- One of our clients was featured by several news organizations and on “The Doctor’s” television show as she “Nene’d” to help ease her labor pains. Please see <http://abcnews.go.com/Lifestyle/mom-labor-dances-contractions/story?id=34290212> for the story.

V. Recommendations for Replication and/or Continuation

- None at this time

VI. Outcomes Report

- a. Part A – Report on Outcomes - see attached
- b. Part B – Three Prenatal Success Story - see attached
- c. Part C – Service History Report (Sept 2012-Sept 2013) - see attached

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Appendix B - Reporting Template

See Attached Excel Spreadsheet (Rolling Data)